

**South Carolina Statewide Lodging Outlook Report**  
February 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
<b>Current Month:</b> <b>February 2015</b>	<b>Feb 2015</b>	<b>% Chg</b>	<b>Feb 2015</b>	<b>% Chg</b>	<b>Feb 2015</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>
United States	62.3%	3.2%	\$116.55	4.7%	\$72.60	8.0%	9.1%	1.0%	4.3%
South Atlantic**	66.9%	4.3%	\$122.46	6.1%	\$81.89	10.7%	11.8%	1.0%	5.3%
South Carolina	56.0%	3.4%	\$85.26	7.0%	\$47.73	10.7%	11.6%	0.9%	4.3%
<b>Year-to-Date:</b> <b>January through February 2015</b>	<b>Jan-Feb 2015</b>	<b>% Chg</b>	<b>Jan-Feb 2015</b>	<b>% Chg</b>	<b>Jan-Feb 2015</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>
United States	58.1%	3.7%	\$115.00	4.5%	\$66.83	8.3%	9.4%	1.0%	4.7%
South Atlantic**	62.1%	4.9%	\$118.21	5.8%	\$73.36	11.0%	12.2%	1.0%	6.0%
South Carolina	50.3%	4.4%	\$82.34	6.9%	\$41.45	11.6%	12.6%	0.9%	5.3%

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: Smith Travel Research

**Three Month Occupancy Outlook for South Carolina**

		March 2015	April 2015	May 2015
<b>Smith Travel Research</b> <i>From February 2015 Forecast Report</i>	Occupancy Forecast	64.0%	68.4%	65.6%
	% Chg vs same month in 2014	0.6%	0.8%	0.0%
<b>TravelClick</b> <i>From Bookings as of 3/14/15</i>	Occupancy from Current Bookings	46.3%	19.3%	11.4%
	% Chg vs same month in 2014	3.4%	-3.0%	2.9%

Source: Smith Travel Research and TravelClick

